



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 838526

Schedule Dates 10/16/12-10/22/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Beale,Rachael
Phone/Fax (573) 651-0964 /
CPE 11280
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 06/25/12
Last Modified 10/10/12
Entered By Bridget Hurst
CO-OP No
Headline # 10/16-10/22/1
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,032.25
Net Total \$68,182.75
Sales Tax

St. Louis (KMOV) (KMOV)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|--------------------|
| Oct. 2012 | 86 | \$80,215.00 |
| Grand Total: | 86 | \$80,215.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|-------|--------------------------------|-------------------|-----|--------|---------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------------|---|---------|
| 1.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 48386- News @ 5am | | | 1 | 1 | 1 | 1 | | | 4 | \$85.00 | \$340.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 2.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 48386- News @ 5am | | 1 | | | | | | | 1 | \$85.00 | \$85.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 3.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 2 | :30 | 20015- News @ 6am M-F | | | 1 | 2 | 1 | 2 | | | 6 | \$270.00 | \$1,620.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 4.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 2 | :30 | 20015- News @ 6am M-F | | 1 | | | | | | | 1 | \$270.00 | \$270.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 5.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 2 | :30 | 131968- CBS This Morning | | | 2 | 1 | 2 | 1 | | | 6 | \$160.00 | \$960.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 6.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 2 | :30 | 131968- CBS This Morning | | 2 | | | | | | | 2 | \$160.00 | \$320.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 7.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 20132- CBS Sunday Morning | | | | | | | | 1 | | \$200.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 7.0.1 | Closed Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12 | |
| 8.0 | Normal Line / SPOT | 10/18/12-10/18/12 | 4 | :30 | 137124- Katie | | | | | 1 | | | | 1 | \$90.00 | \$90.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 9.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 137124- Katie | | 1 | | | | | | | 1 | \$90.00 | \$90.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 10.0 | Normal Line / SPOT | 10/17/12-10/19/12 | 4 | :30 | 20022- Price is Right | | | | 1 | | 1 | | | 2 | \$180.00 | \$360.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 11.0 | Normal Line / SPOT | 10/16/12-10/18/12 | 4 | :30 | 20023- News @ 12noon M-F | | | 1 | | 1 | | | | | \$225.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |

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Date:

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|--------|--------------------------------|-------------------|-----|--------|--------------------------|-----|----|----|----|----|----|----|----|-------|----------|------------|-------------------------|--|---------|
| 11.0.1 | Closed Preempt | 10/16/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -higher rate BOD 6/25/12 | |
| 11.0.2 | Closed Preempt | 10/18/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - system bump rate BOD 6/25/12 | |
| 12.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20023- News @ 12noon M-F | 1 | | 1 | | | | | | | \$225.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 12.0.1 | Closed Preempt | 10/22/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -bump rate / Political placed | |
| 13.0 | Normal Line / SPOT | 10/17/12-10/19/12 | 4 | :30 | 12:27P- 1P (CT) | | | | 1 | | 1 | | | | \$180.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 13.0.1 | Closed Preempt | 10/17/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - system; bump rate | |
| 13.0.2 | Preempt | 10/19/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - can't clear rate | |
| 14.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 28663- Dr. Phil | | | 1 | 1 | 1 | 1 | | | 4 | \$270.00 | \$1,080.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |

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| 15.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 28663- Dr. Phil | | 1 | | | | | | | 1 | \$270.00 | \$270.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 16.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 4 | :30 | 20029- Young and the Restless | | | 1 | 1 | 1 | 1 | | | 4 | \$720.00 | \$2,880.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 17.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20029- Young and the Restless | | 1 | | | | | | | 1 | \$720.00 | \$720.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 18.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 2 | :30 | 20054- News @ 5pm M-F | | | 1 | 1 | 1 | 1 | | | 4 | \$750.00 | \$3,000.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 19.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 2 | :30 | 20054- News @ 5pm M-F | | 1 | | | | | | | 1 | \$750.00 | \$750.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 20.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 2 | :30 | 20055- News @ 6pm M-F | | | 1 | 1 | 1 | 1 | | | 4 | \$750.00 | \$3,000.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 21.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 2 | :30 | 20055- News @ 6pm M-F | | 1 | | | | | | | 1 | \$750.00 | \$750.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 22.0 | Normal Line / SPOT | 10/20/12-10/20/12 | 4 | :30 | 20103- News @ 6pm Sa | | | | | | | 1 | | | \$180.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 22.0.1 | Closed Preempt | 10/20/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -bump rate | |
| 23.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 2 | :30 | 20053- Entertainment Tonight | | | 1 | 1 | 1 | 1 | | | 4 | \$850.00 | \$3,400.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 24.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 2 | :30 | 20053- Entertainment Tonight | | 1 | | | | | | | 1 | \$850.00 | \$850.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |

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| 25.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 2 | :30 | 7:58P- 9P (CT) | | 1 | | | | | | | | \$4,500.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 25.0.1 | Closed Preempt | 10/22/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-No Avail/Spot -Due to Pres Debate | |
| 26.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 115379- Hawaii Five O | | 1 | | | | | | | | \$1,800.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 26.0.1 | Closed Preempt | 10/22/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -need class1 | |
| 27.0 | Normal Line / SPOT | 10/16/12-10/16/12 | 4 | :30 | 42783- NCIS | | | 1 | | | | | | 1 | \$3,750.00 | \$3,750.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 28.0 | Normal Line / SPOT | 10/16/12-10/16/12 | 4 | :30 | 107454- NCIS : Los Angeles | | | 1 | | | | | | | \$1,800.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 28.0.1 | Closed Preempt | 10/16/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12 | |
| 29.0 | Normal Line / SPOT | 10/16/12-10/16/12 | 2 | :30 | 135431- Vegas | | | 1 | | | | | | | \$2,250.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 29.0.1 | Closed Preempt | 10/16/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - Pres Debate is Airing | |
| 30.0 | Normal Line / SPOT | 10/17/12-10/17/12 | 4 | :30 | 85956- Survivor | | | | 1 | | | | | 1 | \$1,980.00 | \$1,980.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |

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| 31.0 | Normal Line / SPOT | 10/17/12-10/17/12 | 4 | :30 | 66133- Criminal Minds | | | | 1 | | | | | 1 | \$1,980.00 | \$1,980.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 32.0 | Normal Line / SPOT | 10/17/12-10/17/12 | 4 | :30 | 20076- CSI Crime Scene Investigation | | | | 1 | | | | | 1 | \$1,800.00 | \$1,800.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 33.0 | Normal Line / SPOT | 10/18/12-10/18/12 | 4 | :30 | 6:57:25P- 8P (CT) | | | | | 1 | | | | 1 | \$2,250.00 | \$2,250.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 34.0 | Normal Line / SPOT | 10/18/12-10/18/12 | 4 | :30 | 124918- Person of Interest | | | | | 1 | | | | | \$1,800.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 34.0.1 | Closed Preempt | 10/18/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -higher rate BOD 6/25/12 | |
| 35.0 | Normal Line / SPOT | 10/18/12-10/18/12 | 4 | :30 | 135458- Elementary | | | | | 1 | | | | 1 | \$1,800.00 | \$1,800.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 36.0 | Normal Line / SPOT | 10/19/12-10/19/12 | 4 | :30 | 54263- CSI: NY | | | | | | 1 | | | 1 | \$1,350.00 | \$1,350.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 37.0 | Normal Line / SPOT | 10/19/12-10/19/12 | 4 | :30 | 135459- Made in Jersey | | | | | | 1 | | | | \$1,080.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 37.0.1 | Preempt | 10/19/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Per Manager/Exception - CSI: NY - prg is sold out and spots will need to mee | |
| 38.0 | Normal Line / SPOT | 10/19/12-10/19/12 | 1 | :30 | 115389- Blue Bloods | | | | | | 1 | | | 1 | \$4,500.00 | \$4,500.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 39.0 | Normal Line / SPOT | 10/20/12-10/20/12 | 4 | :30 | 135472- Crimetime Saturday | | | | | | | 1 | | 1 | \$495.00 | \$495.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |

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| 40.0 | Normal Line / SPOT | 10/20/12-10/20/12 | 4 | :30 | 43181- 48 Hours | | | | | | | 1 | | 1 | \$720.00 | \$720.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 41.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 1 | :30 | 20141- 60 Minutes | | | | | | | | 1 | | \$5,000.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 41.0.1 | Closed Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - 60 Minutes DB | |
| 42.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 57951- Amazing Race | | | | | | | | 1 | | \$1,800.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 42.0.1 | Closed Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - Amazing Race DB | |
| 43.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 107455- Good Wife | | | | | | | | 1 | | \$1,620.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 43.0.1 | Closed Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - Good Wife DB | |
| 44.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 99583- Mentalist | | | | | | | | 1 | | \$1,800.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 44.0.1 | Closed Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - Mentalist DB | |
| 45.0 | Normal Line / SPOT | 10/16/12-10/19/12 | 2 | :30 | 20062- News @ 10pm M-F | | | 1 | 1 | 1 | 1 | | | 4 | \$1,500.00 | \$6,000.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |

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| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|--------|--------------------------------|-------------------|-----|--------|---------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|---|---------|
| 46.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 2 | :30 | 20062- News @ 10pm M-F | | 1 | | | | | | | 1 | \$1,500.00 | \$1,500.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 47.0 | Normal Line / SPOT | 10/20/12-10/20/12 | 2 | :30 | 20108- News @ 10pm Sat | | | | | | | 1 | | | \$400.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 47.0.1 | Closed Preempt | 10/20/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Exception - system; bump rate | |
| 48.0 | Normal Line / SPOT | 10/20/12-10/20/12 | 4 | :30 | 119145- News @ 10:30pm | | | | | | | 1 | | 1 | \$270.00 | \$270.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 49.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 20789- News @ 10pm Sun | | | | | | | | 1 | | \$810.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 49.0.1 | Closed Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - News @ 10pm Sun DB | |
| 50.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 119144- News @ 10:30pm Sun | | | | | | | | 1 | | \$585.00 | | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 50.0.1 | Closed Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - News @ 10:30pm Sun DB | |
| 51.0 | Normal Line / SPOT | 10/16/12-10/18/12 | 4 | :30 | 20063- Late Show with David Letterman | | | 1 | 1 | 1 | | | | 2 | \$200.00 | \$400.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract # 838526

Schedule Dates 10/16/12-10/22/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Beale,Rachael
Phone/Fax (573) 651-0964 /
CPE 11280
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 06/25/12
Last Modified 10/10/12
Entered By Bridget Hurst
CO-OP No
Headline # 10/16-10/22/1
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,032.25
Net Total \$68,182.75
Sales Tax

St. Louis (KMOV) (KMOV)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|--------------------|
| Oct. 2012 | 86 | \$80,215.00 |
| Grand Total: | 86 | \$80,215.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|--------|--------------------------------|-------------------|-----|--------|---------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|--|---------|
| 51.0.1 | Preempt | 10/18/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -higher rate BOD 6/25/12 | |
| 52.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20063- Late Show with David Letterman | 1 | | 1 | | | | | | 1 | \$200.00 | \$200.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 53.0 | Normal Line / SPOT | 10/19/12-10/19/12 | 4 | :30 | 20027- Inside Edition | | | | | | 1 | | | 1 | \$115.00 | \$115.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 54.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20027- Inside Edition | 1 | | 1 | | | | | | 1 | \$115.00 | \$115.00 | St. Louis (KMOV) (KMOV) | | 6/25/12 |
| 55.0 | M/G For 47.0.1 / SPOT | 10/20/12-10/20/12 | 2 | :30 | 20108- News @ 10pm Sat | 1 | | | | | | X | | 1 | \$750.00 | \$750.00 | St. Louis (KMOV) (KMOV) | | 9/10/12 |
| 56.0 | M/G For 29.0.1 / SPOT | 10/16/12-10/16/12 | 2 | :30 | 139779- Presidential Debate | 1 | | X | | | | | | | \$2,250.00 | | St. Louis (KMOV) (KMOV) | | 9/10/12 |
| 56.0.1 | Closed Preempt | 10/16/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Program Change/Exception - format revision; lost 1:35 from program | |
| 57.0 | M/G For 25.0.1 / SPOT | 10/22/12-10/22/12 | 2 | :30 | 139779- Presidential Debate | 1 | X | | | | | | | 1 | \$4,500.00 | \$4,500.00 | St. Louis (KMOV) (KMOV) | | 9/10/12 |
| 58.0 | M/G For 41.0.1 / SPOT | 10/21/12-10/21/12 | 1 | :30 | 140455- 60 Minutes | | | | | | | | 1 | 1 | \$5,000.00 | \$5,000.00 | St. Louis (KMOV) (KMOV) | | 9/20/12 |
| 59.0 | M/G For 42.0.1 / SPOT | 10/21/12-10/21/12 | 4 | :30 | 140719- Amazing Race | | | | | | | | 1 | 1 | \$1,800.00 | \$1,800.00 | St. Louis (KMOV) (KMOV) | | 9/20/12 |
| 60.0 | M/G For 43.0.1 / SPOT | 10/21/12-10/21/12 | 4 | :30 | 140453- Good Wife | | | | | | | | 1 | 1 | \$1,620.00 | \$1,620.00 | St. Louis (KMOV) (KMOV) | | 9/20/12 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
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KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
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Contract # 838526

Schedule Dates 10/16/12-10/22/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/1553035
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Beale,Rachael
Phone/Fax (573) 651-0964 /
CPE 11280
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 06/25/12
Last Modified 10/10/12
Entered By Bridget Hurst
CO-OP No
Headline # 10/16-10/22/1
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Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,032.25
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St. Louis (KMOV) (KMOV)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|--------------------|
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| Grand Total: | 86 | \$80,215.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|--------|--------------------------------|-------------------|-----|--------|-----------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|---|----------|
| 61.0 | M/G For 44.0.1 / SPOT | 10/21/12-10/21/12 | 4 | :30 | 121448- Mentalist DB | | | | | | | | 1 | 1 | \$1,800.00 | \$1,800.00 | St. Louis (KMOV) (KMOV) | | 9/20/12 |
| 62.0 | M/G For 49.0.1 / SPOT | 10/21/12-10/21/12 | 4 | :30 | 121148- News @ 10pm Sun | | | | | | | | 1 | | \$810.00 | | St. Louis (KMOV) (KMOV) | | 9/20/12 |
| 62.0.1 | Closed Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | I-Inventory Accommodation/Spot -bump rate | |
| 63.0 | M/G For 50.0.1 / SPOT | 10/21/12-10/21/12 | 4 | :30 | 121147- News @ 10:30pm Sun | | | | | | | | 1 | 1 | \$585.00 | \$585.00 | St. Louis (KMOV) (KMOV) | | 9/20/12 |
| 64.0 | M/G For 11.0.1,11.0.2 / SPOT | 10/16/12-10/18/12 | 2 | :30 | 20023- News @ 12noon M-F | 2 | | X | | X | | | | 2 | \$500.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | | 9/27/12 |
| 65.0 | M/G For 7.0.1 / SPOT | 10/21/12-10/21/12 | 1 | :30 | 20132- CBS Sunday Morning | 1 | | | | | | | X | 1 | \$750.00 | \$750.00 | St. Louis (KMOV) (KMOV) | | 9/27/12 |
| 66.0 | M/G For 13.0.1 / SPOT | 10/17/12-10/17/12 | 1 | :30 | 20024- Bold & The Beautiful | 1 | | | X | | | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | | 9/27/12 |
| 67.0 | M/G For 29.0.1 / SPOT | 10/16/12-10/16/12 | 1 | :30 | 139779- Presidential Debate | 1 | | X | | | | | | 1 | \$5,000.00 | \$5,000.00 | St. Louis (KMOV) (KMOV) | | 10/4/12 |
| 68.0 | M/G For 62.0.1 / SPOT | 10/21/12-10/21/12 | 1 | :30 | 121148- News @ 10pm Sun | 1 | | | | | | | X | 1 | \$2,000.00 | \$2,000.00 | St. Louis (KMOV) (KMOV) | | 10/9/12 |
| 69.0 | M/G For 34.0.1 / SPOT | 10/18/12-10/18/12 | 2 | :30 | 124918- Person of Interest | 1 | | | | X | | | | 1 | \$3,750.00 | \$3,750.00 | St. Louis (KMOV) (KMOV) | | 10/9/12 |
| 70.0 | M/G For 22.0.1 / SPOT | 10/20/12-10/20/12 | 1 | :30 | 20103- News @ 6pm Sa | 1 | | | | | | X | | 1 | \$600.00 | \$600.00 | St. Louis (KMOV) (KMOV) | | 10/9/12 |
| 71.0 | M/G For 12.0.1 / SPOT | 10/22/12-10/22/12 | 2 | :30 | 20023- News @ 12noon M-F | 1 | X | | | | | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | | 10/10/12 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: